

Holly G. Martin
Assignment #163806
Nashua, NH Division

1.) PRODUCT AVAILABILITY

1. Identify all accounts with P/A issues.
2. Find out what their issues and concerns are (if any) using the discovery process.
3. Discuss with retailer the advantages of P/A.
 - P/A will grow their business
 - Customer habits can dictate success. If a customer stops in and their brand is consistently out of stock, there is a good potential that you will lose them as a customer. Similarly, you may gain a regular customer if their brands are in stock since they can count on them being there.
4. Consider the possibility of an order book to maximize sku management vs. sku elimination. This will also help with stock levels.
5. Contact problem stores on order and/or delivery days to ensure they are ordering and receiving the correct inventory.
6. If order numbers are used, ensure the numbers are correct and that they are in the order book. Take the opportunity to highlight brands which are overlooked during ordering.
7. If a particular wholesaler has excessive OOS on our brands, ensure that this is identified quickly and contact the appropriate personnel to get the problems rectified. Communicate these brands to your peers as well in an effort to help them with their P/A issues.

2.) PRESENCE

1. Look at each store through the eyes of the consumer.
2. Evaluate each store on a store by store basis.
3. Retain SS position pending the FDA decision.
4. Discuss with each account NSS action plans.
5. Identify L1 contracted stores, lock out accounts and PM exclusives in order to capitalize on all opportunities to improve our position in these stores prior to the FDA regulation.
6. Utilize Dor Bus Bldg., RA and temporary dsp. where appropriate and applicable.
7. Maintain current contracted locations.
8. Put together quarterly planner for all stores we are currently not in, to show them what they could be receiving if contracted with us.

3.) PROMOTION

1. Ensure all qualifying accounts remain on VAP. VAP currently at 100%.
2. Follow up on promotions and communicate with RR regularly any necessary action needed on specific promo's. ie: promo's which have been around too long.
3. In advance, formulate a list of tentative accounts for SME promotions. Contact these accounts immediately upon receiving allocations.
4. Identify stores not currently on accrual match and present to all in order to gain 100% participation by end of 1st quarter.

4.) PERSONNEL

1. Communicate with RR on regular basis. Keep them apprised of accomplishments, successes and difficulties within my assignment.
2. Communicate with peers regarding best practices, successes and ideas.
3. Regularly communicate with management on accomplishments, successes and difficulties for better insight on specific issues.
4. Maintain an on going two way communication with RR, SR and management at all times.
5. Ensure P/A issues are addressed in each and every call.
6. Report activities in lap-top on an on-going basis, ie: inventory, dsp, compliance account updates.

51845 5295

7. Communicate with RR any changes made on quarterly planners.
8. Ensure all RR receive quarterly planners prior to quarter beginning.

51845 5296